


Name:			
Enrolment No:			
UPES End Semester Examination, December 2023			
Course: Marketing, Services & Licensing in OSS Program: BTech CSE -All Branches Course Code: CSOS4002P		Semester: VII Time : 03 hrs. Max. Marks: 100	
Instructions:			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	List out the importance of Pre-Launch Survey.	04	CO1
Q 2	Differentiate Consumer Marketing and Industrial Marketing	04	CO2
Q 3	Illustrate the methodology of Retail Research	04	CO3
Q 4	Demonstrate Customer Churn with respect to Marketing.	04	CO4
Q 5	Discuss multistage approach to pricing.	04	CO5
SECTION B (4Qx10M= 40 Marks)			
Q 6	‘Advertisement and Sales Promotions are inevitable in marketing’ - evaluate with example.	10	CO1
Q 7	Develop a Marketing Information System for a Mobile phone marketing.	10	CO2
Q 8	Design Strategic Marketing Mix Components for an organized retail chain of outlets.	10	CO3
OR			
Q 8	‘Developing Customer Relationship and Retention is the required task for the Marketers ‘ - how banks can adopt strategies for said statement?’	10	CO3
Q 9	Analyze the patentability of an LMS System.	10	CO4

SECTION-C
(2Qx20M=40 Marks)

Q 10	<p>A popular Indian Brand wants to establish, retail chain hypermarket in all metro cities in the country. Before they establish, the company wants to know their success rate compared to other competitive brands.</p> <p>a) Formulate a Market Feasibility Survey Plan including the Licensing segments.</p> <p>b) Develop a feedback questionnaire to know the success rate of the competitive brand.</p>	20	CO5
Q 11	<p>Design a buyer behavior model for purchase of durable goods. Develop a sales promotion campaign for kid's apparel.</p>	20	CO1
OR			
	<p>Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers is to be launched through online marketing.</p> <p>(i) Suggest online website marketing strategy.</p> <p>(ii) How the decision of celebrity and costing can be decided?</p>	20	CO1